



## TOBACCO SURVEILLANCE REPORT

MONTANA TOBACCO



### Montana Tobacco Use Prevention Program

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*expect* a smokefree  
Montana

# Tobacco Use and Cessation in Montana

## Results from the 2008 Montana Adult Tobacco Survey

Tobacco use is the single most preventable cause of premature death in the United States<sup>1</sup>. Tobacco use is highly addictive and most tobacco users require multiple quit attempts before successfully ending their tobacco addiction.<sup>1</sup> Telephone quit lines have been shown to be effective in helping smokers succeed in quitting and are strongly recommended by the Centers for Disease Control and Prevention's Community Guide for Preventive Services.<sup>2</sup>

The Montana Tobacco Quit Line is a free, state program that helps tobacco users end their addiction. The Quit Line provides the following:

- **FREE** telephone service for all Montanans
- **FREE** personalized quit plan
- **FREE** cessation coaching
- 4 weeks **FREE** nicotine replacement therapy (gum, patches, lozenges)
- 3 months CHANTIX at a \$25 co-pay per month with a prescription
- **FREE** educational materials for friends and family of tobacco users
- Fax referral system for health care providers
- Trained staff that offers culturally appropriate services for American Indians
- Staff specialized in teen smoking, spit tobacco and pregnant smokers

This report highlights tobacco use and cessation trends in Montana with data from the 2008 Montana Adult Tobacco Survey (ATS) and the Montana Tobacco Quit Line.

January 2009

# Tobacco Use in Montana

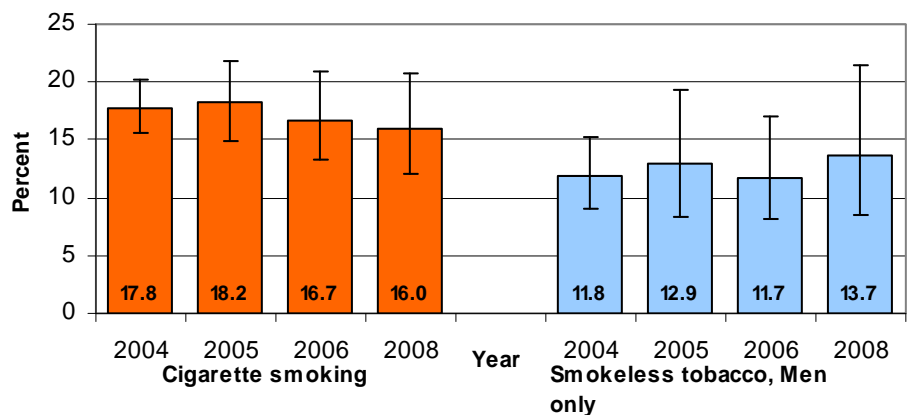
## Results from the 2008 Montana Adult Tobacco Survey

**The Montana Adult Tobacco Survey (ATS)** is an annual population-based telephone survey of Montana adults conducted by the Montana Department of Public Health and Human Services in collaboration with the Centers for Disease Control and Prevention. The 2008 ATS was conducted from March through August, 2008 with 2,540 adults participating. Survey respondents were similar by age, sex, race and education to the Montana census population. Respondents had an average age of 47 years, 50% were female, 92% were white, and 63% had more than a high school education.

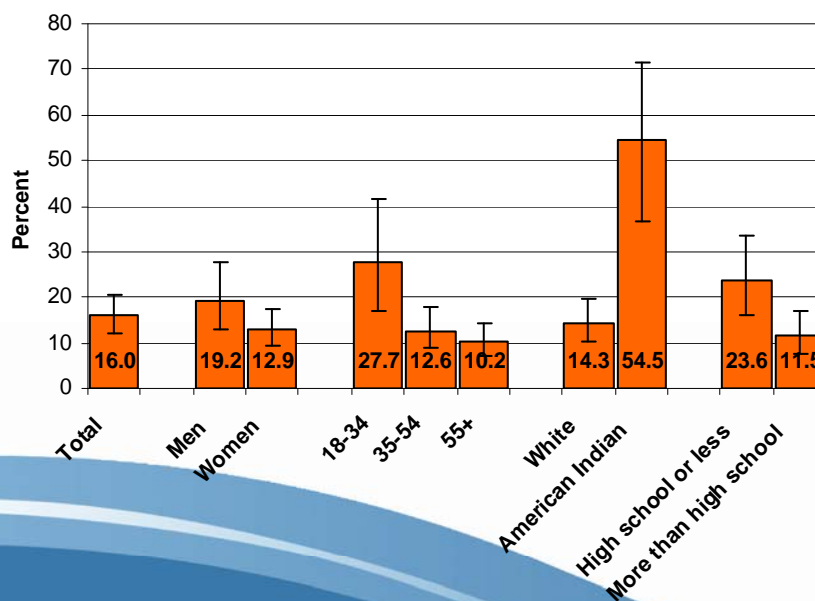
In 2008, an estimated 16.0% (95% confidence interval [CI]=12.1%- 20.8%) of Montana adults were current cigarette smokers and approximately 13.7% (95% CI= 8.4%- 21.5%) of Montana men used smokeless tobacco (Figure 1). There was no significant change in the prevalence of either smoking or smokeless tobacco use from 2004 to 2008.

The prevalence of adult cigarette smoking in the United States declined significantly from 20.8% in 2006 to 19.8% in 2007 ( $p=0.05$ ).<sup>3</sup>

**Figure 1.** Self-reported cigarette smoking in adults and smokeless tobacco use in adult men, *Montana Adult Tobacco Survey 2004-2008*.



**Figure 2.** Self-reported cigarette smoking prevalence by gender, age, race and education in Montana, *Montana Adult Tobacco Survey 2008*.



### Montana, 2008:

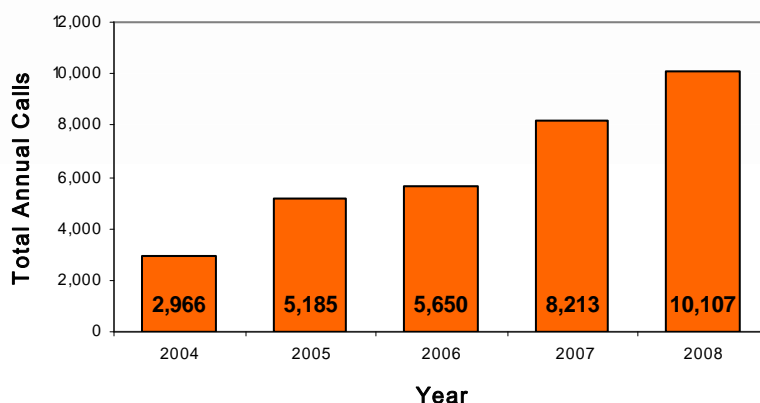
- Approximately 118,000 Montana adults are current smokers.
- Younger adults (ages 18-34) are nearly three and a half times more likely to smoke compared to older adults aged 55 years or more (odds ratio [OR] = 3.4; 95% CI= 1.6– 7.1) (Figure 2).
- American Indians are seven times more likely to smoke cigarettes compared to Whites (OR= 7.2; 95% CI= 3.2– 16.3) (Figure 2).
- Montanans with a high school education or less are nearly two and a half times more likely to smoke than Montanans with more than a high school education (OR= 2.4; 95% CI= 1.2– 4.5) (Figure 2).

# Montana Tobacco Quit Line

The Montana Tobacco Quit Line has had much success since its inception in May 2004. It has helped over 32,000 Montanans to attempt to quit using tobacco.

- The Montana Tobacco Quit Line has experienced a 241% increase in calls since its inception in May 2004 (Figure 3).
- The vast majority of callers smoke cigarettes (89%) and 7% use smokeless tobacco.
- Approximately 6% of all tobacco users utilized the Montana Tobacco Quit Line in 2008. This is markedly higher than the estimated average 1% of tobacco users that utilize quit lines across the United States.<sup>4</sup>
- Eleven percent of callers to the Montana quit line are between the ages of 18 and 24. A national study found that only 2% of young adult smokers (ages 16-24) use a telephone quit line when trying to quit.<sup>5</sup>

**Figure 3.** Total annual calls to the Montana Tobacco Quit Line, May 2004 through December 2008.



Currently, the Montana Tobacco Quit Line has a **30% quit rate** for participants receiving both coaching and medications.<sup>6</sup>

## Who Calls the Montana Tobacco Quit Line?

**Gender** According to the ATS, the proportion of men and women who report that they plan to use the Montana Quit Line the next time they try to quit is equal. Meanwhile, more women than men utilize the Montana Tobacco Quit Line. (Table)

**Race** Of all Montanans who report that they plan to use the Montana Tobacco Quit Line in their next quit attempt, 11% are American Indian. Only 5% of Montana Quit Line callers are American Indian. (Table)

**Education** Montana smokers who call the Quit Line are approximately equally distributed by educational status (high school or less versus more than high school). However, according to the ATS, the majority of Montanans who report that they will use the Quit Line have a high school education or less (79%) (Table). This difference is likely due to the high prevalence of smoking among this demographic.

**Table.** Characteristics of Montana smokers who self-reported that they plan to use the Quit Line compared to all callers of the Montana Tobacco Quit Line by gender, age, race and education.

		Montana Adult Tobacco Survey, 2005-2008 (combined)	Montana Tobacco Quit Line, May 2004–June 2008
		Smokers who plan to use the Quit Line the next time they try to quit (n= 267) % ( 95% CI)	Total callers (n= 24,163) %
Gender	Men	57 (41-72)	41
	Women	43 (28-59)	59
Age (years)	18-34	46 (29-65)	31
	35-54	38 (24-54)	49
	55+	16 (9-26)	20
Race	White	89 (76-95)	92
	American Indian	11 (5-24)	5
Education	High school or less	79 (61-90)	53
	More than high school	21 (10-39)	47

# Report Highlights

- **118,000** Montana adults (16%) are current smokers.
- The Montana Tobacco Quit Line has increased utilization by **241%** since May 2004.
- **30%** of Montana Tobacco Quit Line callers successfully quit.

## Recommendations

The Montana Tobacco Quit Line needs to continue to target:

**Men  
American Indians  
Less educated**

These populations self-report high prevalence of tobacco use and express readiness to end their addiction with the help of the Montana Tobacco Quit Line. However, men, American Indians, and the less educated proportionally underutilize the Montana Tobacco Quit Line services compared to women, White, and the more highly educated, respectively.

**Health care providers** are strongly encouraged to advise all tobacco users to quit and to recommend proven cessation methods, such as the Montana Tobacco Quit Line.

## References

1. U.S. Department of Health and Human Services. *Reducing Tobacco Use: A Report of the Surgeon General* 2000.
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5. Use of cessation methods among smokers aged 16-24 years--United States, 2003. *Morb Mortal Wkly Rep*. 2006;55:1351-1354.
6. National Jewish Health and Medical Center, Tobacco Cessation Outcome Results for Montana Tobacco Quit Line, Denver, CO, 2008.

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